

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: : Confirmation No.: **4398**  
:   
**Michael William URBANSKI, et al.** : Attorney Ref.: **085-0001**  
:   
Serial No.: **09/714,665** : Art Unit: **3688**  
:   
Filed: **November 17, 2000** : Examiner: **Donald CHAMPAGNE**  
:   
For: **METHOD, SYSTEM, AND SOFTWARE FOR GEOGRAPHICALLY FOCUSED**  
**NETWORK ADVERTISING**

**RESPONSE TO OFFICE ACTION**

**MAIL STOP: AF**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

Dear Sir:

Responsive to the Final Office Action dated April 13, 2010, please kindly enter and consider the following amendments and remarks which are filed along with the attached Request for Continued Examination (RCE).

**Listing of Claims** begins on page 2 of this paper.

**Remarks** begin on page 22 of this paper.